

What is claimed is:

1. An advertisement providing method, comprising:
storing in a portable terminal device
5 advertising information about goods an
advertisement medium has on or with; and
transmitting the advertising information by a
wireless signal upon receipt of a request to
transmit advertising information.
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2. The method according to claim 1, wherein
said advertising information includes
information specifying a position in a network of a
server which provides advertising information about
15 goods.
3. A portable terminal device, comprising:
a wireless signal transmission and reception
unit;
20 a storage unit storing advertising information
about goods a advertisement medium has on or with;
and
a control unit instructing said wireless
signal transmission and reception unit to transmit
25 advertising information stored in said storage unit

when a request to transmit advertising information is received.

4. An advertisement obtaining method, comprising:

5 requesting a portable terminal device for an advertisement medium to transmit advertising information;

receiving advertising information about goods the advertisement medium has on or with transmitted
10 from said portable terminal device of the advertisement medium; and

displaying the received advertising information on the portable terminal device.

15 5. An advertisement obtaining method, comprising:

requesting an portable terminal device of an advertisement medium to transmit advertising information;

receiving advertising information, transmitted
20 from the portable terminal device of an advertisement medium, about goods the advertisement medium has on or with; and

displaying the received advertising information on the portable terminal device.

6. The method according to claim 4, wherein
user-specified information received from a
plurality of advertisement medium and a profile of
the advertisement medium having goods on or with
5 whose advertisement is to be obtained.

7. A portable terminal device, comprising:
wireless signal transmission and reception
unit;
10 an advertisement request unit requesting an
portable terminal device of an advertisement medium
to transmit advertising information; and
a control unit instructing the wireless signal
transmission and reception unit to receive
15 advertising information, transmitted from the
portable terminal device of an advertisement medium,
about goods the advertisement medium has on or with,
and displaying the received advertising information.

20 8. A computer-executable program for realizing
the functions of:

storing advertising information about goods an
advertisement medium has on or with in a portable
terminal device; and
25 transmitting stored advertising information by

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a wireless signal when a request to transmit advertising information is received.

9. A computer-readable storage medium storing a
5 program for realizing the functions of:

storing advertising information about goods an advertisement medium has on or with in a portable terminal device; and

transmitting stored advertising information by
10 a wireless signal when a request to transmit advertising information is received.

10. A computer-executable program for realizing the functions of:

15 requesting a portable terminal device for an advertisement medium to transmit advertising information; and

receiving advertising information about goods the advertisement medium has on or with transmitted
20 from said portable terminal device of an advertisement medium, and displaying the received advertising information on the portable terminal device.

25 11. A computer-readable storage medium storing a

program for realizing the functions of:

requesting a portable terminal device for an advertisement medium to transmit advertising information; and

5 receiving advertising information about goods the advertisement medium has on or with transmitted from said portable terminal device of an advertisement medium, and displaying the received advertising information on the portable terminal
10 device.

12. The storage medium according to claim 11, wherein

said portable terminal device has the
15 functions of performing wireless communications with a wireless base station in a portable telephone network, and performing wireless communications with the portable terminal device.

20 13. An advertisement distributing method, comprising:

storing plural pieces of advertising information;

receiving a user entry of an advertisement
25 medium;

distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained user entry; and retrieving a corresponding advertisement and

5 distributing the advertisement to a portable terminal device of a consumer when a request to view an advertisement is received according to advertising information transmitted from the portable terminal device of an advertisement medium

10 to the portable terminal device of a consumer.

14. A computer-executable program for realizing the functions of:

storing plural pieces of advertising

15 information;

receiving a user entry of an advertisement medium;

distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained user entry; and

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retrieving a corresponding advertisement and distributing the advertisement to a portable terminal device of a consumer when a request to view the advertisement is received according to advertising information transmitted from the

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portable terminal device of an advertisement medium to the portable terminal device of the consumer.

15. An advertisement distributing method,
5 comprising:

storing plural pieces of advertising information;

distributing advertising information about goods at a request of an advertisement medium to a
10 portable terminal device; and

giving an advertising reward to the advertisement medium who has provided the advertising information when a consumer views an advertisement or buys the goods after receiving the
15 advertising information and according to the advertising information transmitted from a portable terminal device of the advertisement medium to the portable terminal device of the consumer.

20 16. An advertisement distributing method,
comprising:

storing plural pieces of advertising information; and

receiving a user entry of an advertisement
25 medium,

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distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry, and realizing the function of requesting transmission 5 of advertising information or transmitting advertising information between the portable terminal device of the advertisement medium and the portable terminal device of a consumer.

10 17. A advertisement distributing method, comprising:

storing plural pieces of advertising information;

15 receiving a user entry of an advertisement medium;

distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry; and

20 retrieving a corresponding advertisement and distributing the advertisement to a portable terminal device of a consumer when a request to view the advertisement is issued from the portable terminal device of the consumer with the advertising information and user-specified 25 information for designation of the advertisement

medium specified.

18. An advertisement distributing method, comprising:

5 storing plural pieces of advertising information;

 receiving a user entry of an advertisement medium;

10 retrieving advertising information of corresponding goods when a request to view advertising information is received from a portable terminal device of a consumer containing user-specified information about an advertisement medium and a retrieval condition of goods; and

15 distributing the advertising information obtained by the retrieval to the portable terminal device of the consumer.

19. The method according to claim 18, wherein
20 said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20. An advertisement distributing method, comprising:

storing plural pieces of advertising information;

5 accepting user entry of an advertisement medium;

storing user-specified information and a profile about the advertisement medium who has gained the user entry, and advertisement specified
10 information for designation of advertising information about goods the advertisement medium has on or with; and

retrieving the advertisement medium having a matching or similar profile to a profile specified
15 by a consumer from information about the entered advertisement medium and distributing advertising information of goods the advertisement medium has on or with to a portable terminal device of the consumer when a request to view an advertisement
20 with the user specified information and the profile of the advertisement medium specified by the consumer is received from the portable terminal device of the consumer.

25 21. The method according to claim 20, wherein

a profile matching or similar to the profile of an advertisement medium specified by the consumer is retrieved;

5 advertisement specified information stored as associated with the advertisement medium having matching or similar profile specified by the consumer is obtained; and

10 advertising information specified by the obtained advertisement specified information is retrieved, and the advertising information obtained by the retrieval is distributed to the portable terminal device of the consumer.

22. A advertisement distributing method,
15 comprising:

storing plural pieces of advertising information;

accepting a user entry of an advertisement medium and a consumer, and storing user-specified
20 information about the advertisement medium who has gained the user entry, goods specified information designating goods the advertisement medium has on or with, user-specified information about the consumer who has gained the user entry, and a
25 profile of the consumer;

retrieving the goods specified information designating the goods the advertisement medium has on or with corresponding to the user-specified information about the advertisement medium, and the
5 profile of the consumer corresponding to the user-specified information about the consumer;

obtaining advertising information matching the profile of the consumer based on the retrieval result; and

10 distributing the obtained advertising information to a portable terminal device of a consumer.

23. An advertisement distribution device,
15 comprising:

an advertisement storage unit storing plural pieces of advertising information;

an entry unit accepting a user entry of an advertisement medium;

20 an advertisement distribution unit distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained the user entry; and

25 a retrieval/distribution unit retrieving a corresponding advertising information from said

advertisement storage unit, and distributing the advertising information to a portable terminal device of a consumer.

5 24. An advertisement distribution device,
comprising:

an advertisement storage unit storing plural pieces of advertising information;

10 an entry unit accepting a user entry of an advertisement medium;

a user information storage unit storing a profile and user-specified information about the advertisement medium who has gained the user entry, and advertisement specified information designating 15 advertising information about goods the advertisement medium has on or with; and

retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from said user information storage 20 unit and distributing advertising information of goods the advertisement medium has on or with to a portable terminal device of a consumer when a request to view an advertisement with user-specified information and the profile of the 25 advertisement medium specified by the consumer is

received from the portable terminal device of the consumer.